

File copy  
1/19/53

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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february

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january

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february

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march

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april

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>  | <u>WHERE</u>                                 |
|--|---|--|--|
| <u>WEEK ENDING FRIDAY, JANUARY 16, 1953</u>    |   |  |  |
| Friday<br>Jan. 16                              | SHOWING OF COLLECTION<br>OF CORONATION ROBES  | ABRAHAM & STRAUS   | 8TH FLOOR<br>RESTAURANT                      |
| 3:00 P.M.-<br>5:00 P.M.<br>Tea                 | Showing of Coronation fashions belonging to the Royal Family, presented by Doris Langley Moore, founder of British Costume Museum. Other robes including Queen Mother's and Peer's Robes, to be worn at forthcoming Coronation, will be on display Friday and Saturday, Jan. 16 and 17.<br>Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.      |  |  |
| Saturday<br>Jan. 17<br>11:30 A.M.              | SHOWING OF CRUISE &<br>SOUTHERN FASHIONS  | NAMM-LOESER'S<br>(BROOKLYN)  | 2ND FLOOR                                    |
|  |   | Namm-Loeser's will present a showing of South Bound fashions, coordinated for cruise and southern wear. Press invited. Open to public. Contact: Muriel Lipchik, TR. 5-5700, Ext. 76. |  |
| Saturday<br>Jan. 17-<br>Jan. 22                | MOTORAMA OF 1955 &<br>COORDINATED FASHIONS  | GENERAL MOTORS CORP.   | WALDORF-ASTORIA<br>BALLROOM                  |
|  | Introduction of 1955 General Motor cars, with special dresses designed for each one. Cadillac-Sophie of Saks; Buick-Pauline Trigere; Oldsmobile-Christian Dior; Pontiac-Maurice Rentner; Chevrolet-Nettie Rosenstein.<br>GM Publicity: Robert Johnson, PL. 7-4000.  |  | <i>by Sophie<br/>of Sab<br/>Frid<br/>and</i> |
| Jan. 18-<br>Jan. 23                            | NEW YORK CURTAIN & DRAPERY AND NATIONAL DOMESTICS & LINEN SHOW AT HOTEL<br>NEW YORKER WITH 160 EXHIBITORS. Contact: National Exhibitors, Lansdale, Pa.  |  |  |
| <u>WEEK BEGINNING MONDAY, JANUARY 19, 1953</u> |   |  |  |
| Monday<br>Jan. 19<br>11:00 A.M.                | LECTURE & EXHIBIT:<br>CORONATION FASHIONS   | DORIS LANGLEY MOORE  | TOWN HALL<br>123 WEST 43RD STREET            |
|  | "An English Coronation--As It Was And Will Be," lecture by Doris Langley Moore, founder and director of Britain's only costume museum, The British Museum of Costume in London. She is bringing a special collection of Coronation outfits to America for an exhibition tour. Admission: \$1.80 and \$1.20. Contact: Maggie Mahon of Town Hall, LU. 2-2424. |  |  |
| Monday<br>Jan. 19<br>11:30 A.M.-<br>3:00 P.M.  | SHOWING OF M. & W.<br>THOMAS COTTON FASHIONS  | B. ALTMAN & CO.  | 3RD FLOOR<br>YOUNG COLONY DEPT.              |
|  | M. & W. Thomas cotton fashions. Open to public. Thomas Publicity: The Miles, LO. 4-5150. Altman's Publicity: Ferris Megarity, MU. 9-7000.   |  |  |
| Beginning<br>Monday<br>Jan. 19                 | OPENING OF SUMMER<br>COLLECTION   | HAYMAKER SEPARATES   | 498 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR  |
|  | Showing of Haymaker Separates collection at continuous daily showings. Publicity: Terry Mayer at David Crystal, BR. 9-6560.   |  |  |

| <u>DATE</u>       | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                     | <u>WHERE</u>                            |
|-------------------|---|-------------------------------------|---|
| Jan. 19-          | THE HIGH COUTURE COOPERATIVE AND GOETSCH Y CIA SPANISH COUTURE COLLECTIONS IN BARCELONA, SPAIN. Showings by: Rodriguez, Bastida, Pertegaz, Santa Eulalia and El Dique Flotante. N.Y. Publ.: Rosemary Sheehan, CI. 7-8060.   |                                     |   |
| Jan. 21           |   |                                     |   |
| Beginning Monday  | SPECIAL DISPLAY OF YOUNGSTOWN KITCHEN   | BAMBERGER'S (NEWARK)                | 7TH FLOOR                               |
| Jan. 19           | Showings of the Youngstown Kitchen, as displayed in the February issue of "Good Housekeeping" Magazine. Publicity: John von Arnold, Market 2-1212.  |                                     |   |
| Beginning Monday  | EXHIBIT: DRAZ PAINTINGS FOR FORSTMANN'S COLORS  | TRAPHAGEN SCHOOL OF FASHION         | 1680 BROADWAY AT 52ND STREET            |
| Jan. 19-          | Castilian paintings, series of originals by Tod Draz, which set the theme for Forstmann's Spring fashion colors. Open to public. Contact: Dorothy Tyroler at Traphagen, CO. 5-2077.   |                                     |   |
| Jan. 24           |   |                                     |   |
| Beginning Monday  | NEW DESIGNS BY PAUL McCOBB  | B.G. MESBERG NAT'L SALES            | 201 EAST 57TH STREET SHOWROOM           |
| Jan. 19-          | B. G. Mesberg will show new designs by Paul McCobb in three groups of upholstered furniture; in black wrought iron and white opaque glass; and accessory items. Publicity: Virginia Burdick Public Relations, 126   |                                     |   |
| Jan. 24           | East 19th Street, OR. 4-6462.   |                                     |   |
| Tuesday           | PREVIEW OF SPRING BRIDAL FASHIONS   | BEST & CO.                          | 3RD FLOOR BRIDAL SALON                  |
| Jan. 20           |   |                                     |   |
| 9:30 A.M.         | Press breakfast to introduce Best's new Spring bridal fashions. By invitation only. Publicity: Gay Stearns, PL. 9-2000, Ext. 210.   |                                     |   |
| Breakfast         |   |                                     |   |
| Tuesday           | PRESS PREVIEW OF SUMMER COLLECTION  | BENDER & HAMBURGER                  | 498 SEVENTH AVENUE SHOWROOM             |
| Jan. 20           |   |                                     |   |
| 11:00 A.M.        | Bender & Hamburger will present their Summer fashions. By invitation only. Publicity: Donna Cannon, 104 East 52nd Street, PL. 3-7072.   |                                     |   |
| Luncheon          |   |                                     |   |
| Tuesday           | SEYMOUR FOX FASHIONS AT LUNCHEON SHOWING  | BONWIT TELLER                       | WAIDORF-ASTORIA EMPIRE ROOM             |
| Jan. 20           |   |                                     |   |
| 12:30 P.M.        | Bonwit Teller will present "Spring is Here" coat and suit fashions designed by Seymour Fox, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Seymour Fox--Ann R. Silver, 551 Fifth Avenue, MU. 7-8654; Bonwit Teller--Nancy Talbert, EL. 5-6800; Waldorf Fashion--Madeleine Riordan, EL. 5-3000.          |                                     |   |
| Luncheon          |   |                                     |   |
| Tuesday           | PREVIEW OF SUMMER COLLECTION  | del MAR                             | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Jan. 20           |   |                                     |   |
| 3:30 P.M.         | "Summer Stars at del Mar"--presentation of coordinates, dresses and sun-back styles, designed by Jan Little and Will Saunders, at press preview. New York resident buying offices and New York stores preview cocktail party on Wednesday, Jan. 21 at 3:30 P.M. By invitation. Publicity: Ken R. Williams, 160 Columbia Heights, Bklyn, PE. 6-7462 or UL. 5-3175. |                                     |   |
| Cocktails         |   |                                     |   |
| Beginning Tuesday | OPENING OF SUMMER COLLECTIONS   | ARKAY JUNIOR FROCKS: JUNIOR FORMALS | 498 SEVENTH AVENUE SHOWROOM             |
| Jan. 20           | Summer collection by Madeleine Fauth of Arkay Junior Frocks, at 10:00 A.M. and 2:00 P.M. daily. Publicity: Belle Karson at Arkay, LO. 5-2626.   |                                     |   |

| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                  | <u>WHERE</u>                              |
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| Beginning Wednesday<br>Jan. 21<br>9:30 A.M.    | PREVIEW OF SUMMER<br>SEPARATES<br>Nelly de Grab presents her Summer collection of "Mobile Separates" to press and trade. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.   | NELLY DE GRAB                                    | 533 SEVENTH AVENUE<br>SHOWROOM - 11TH FL. |
| Wednesday<br>Jan. 21<br>10:30 A.M.             | PREVIEW: JOSEPHINE ORO'S<br>SPRING BRIDAL FASHIONS<br>Jay Thorpe will present a press preview of bridal fashions designed by Josephine Oro. By invitation only. Publ.: Dorothy Coburn, JU. 6-1000.   | JAY THORPE                                       | 5TH FLOOR<br>BRIDAL SALON                 |
| Wednesday<br>Jan. 21<br>11:30 A.M.             | PRESS PREVIEW OF<br>SPRING MILLINERY<br>Lilly Dache will present Spring millinery to the press. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.  | LILLY DACHE                                      | 78 EAST 56TH STREET<br>SALON              |
| Wednesday<br>Jan. 21<br>12:30 P.M.<br>Luncheon | BENHAM ORIGINALS<br>AT LUNCHEON SHOW<br>De Pinna will present Benham Originals by Bender & Hamburger for Cruise and Resort wear, with Holiday Magazine represented in the magazine tie-up. Press by invitation. Public by reservation. Contact: TE. 8-8000. Benham Publicity: Donna Cannon, PL. 3-7072. De Pinna Contact: Solita Arbib, MU. 8-2000; Pierre Fashion Director: Nola Luxford, TE. 8-8000.   | DE PINNA   | HOTEL PIERRE<br>COTILLION ROOM            |
| Wednesday<br>Jan. 21<br>12:30 P.M.<br>Luncheon | JUNIOR FASHIONS AT<br>LUNCHEON SHOWING<br>Bonwit Teller will present Resort and Spring junior fashions, including separates and dresses. (Note Change of Show). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: M. Riordan, EL. 5-3000.  | BONWIT TELLER                                    | WALDORF-ASTORIA<br>EMPIRE ROOM            |
| Thursday<br>Jan. 22<br>12:15 P.M.<br>Luncheon  | MILLINERY DIVISION<br>LUNCHEON MEETING<br>Subject: "We Have A Change--In Hats". Fashion show commentator: Mary Wyman, Better Millinery Buyer, Harry Camp Millinery. Speaker: Florence W. Goldin, v.p. Grey Advertising, whose subject will be "Does The Printed Page Sell Millinery?" Co-chairmen: Maud G. Moody and Esther Lyman. Price: \$4.50 for members; \$4.75 for guests. Contact: The Fashion Group, CI.7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ASTOR<br>GRAND BALLROOM             |
| Thursday<br>Jan. 22<br>12:30 P.M.<br>Luncheon  | M. & W. THOMAS COTTONS<br>AT LUNCHEON SHOW<br>Presentation of M. & W. Thomas cotton fashions from B. Altman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Thomas Publ.: The Miles, 131 W. 10th St., CH. 2-2344. Altman's Publ.: Ferris Megarity, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | B. ALTMAN & CO.                                  | HOTEL PLAZA<br>TERRACE ROOM               |
| Thursday<br>Jan. 22<br>2:30 P.M.               | SPRING FASHION<br>PRESENTATION<br>Lord & Taylor will present Spring fashions from their 2nd floor. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.  | LORD & TAYLOR                                    | 2ND FLOOR                                 |
| Friday<br>Jan. 23<br>11:00 A.M.<br>Champagne   | PRESS PREVIEW OF<br>SUMMER COLLECTION<br>Press and trade preview of Summer separates and sportswear. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.   | GORDON PETERS, INC.                              | 1400 BROADWAY<br>SHOWROOM - 12TH FLOOR    |

| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>  | <u>WHERE</u>                                 |
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| Friday ***<br>Jan. 16<br>12:00 Noon<br>Luncheon | MATERNITY BUSINESS<br>CLINIC LUNCHEON<br><br>Baby Talk Magazine will hold a Maternity Business Clinic. Luncheon will be followed by a session on statistical evaluation of the maternity market. <u>Fashion show at 3:30 P.M.</u> Cocktail party for press at 4:15 P.M. By invitation. Contact: OR. 9-4400.   | BABY TALK MAGAZINE<br>(149 MADISON AVENUE)                             | HOTEL VANDERBILT<br>PARK AVE. & 34TH ST.     |
| Saturday<br>Jan. 24<br>3:30 P.M.                | FASHION SHOW AND<br>CARIB CARNIVAL<br><br>Chalfonte-Haddon Hall will present a fashion show featuring styles by del Mar, Fashion Towne, Heatherton, Robert Martin, Nathan and Strong, and watches by Taylor Jewelry. (No more tickets available). N.Y. Publicity: Ken R. Williams, 160 Columbia Hgts., Bklyn, UL. 5-3175. Haddon Hall Publicity: Robert W. Leeds, Atlantic City 4-0141. | CHALFONTE-HADDON HALL<br>(ATLANTIC CITY)                               | CHALFONTE-HADDON<br>HALL, CAROLINA ROOM      |
| Jan. 25-<br>Jan. 29                             | MID-WINTER GIFT SHOW AT HOTEL WILLARD, WASHINGTON, D.C. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.   |  |  |
| Monday<br>Jan. 26<br>10:30 A.M.<br>All Day      | OPEN HOUSE TOUR OF<br>WATCH COLLECTION<br><br>Daily guided tour of Taylor watch factory. By appointment. Publicity: Ken R. Williams, 160 Columbia Hgts., Bklyn., UL. 5-3175.  | TAYLOR JEWELRY   | 257 WEST 39TH STREET<br>SHOWROOM - 3RD FLOOR |
| Beginning<br>Monday<br>Jan. 26<br>10:30 A.M.    | OPENING OF SUMMER<br>COLLECTION<br><br>David Crystal's Summer collection will be presented at 10:30 A.M. and 2:30 P.M. daily. Publicity: Terry Mayer at David Crystal, BR. 9-6560.  | DAVID CRYSTAL  | 498 SEVENTH AVENUE<br>SHOWROOM - 23RD FL.    |
| Monday<br>Jan. 26<br>11:00 A.M.<br>Champagne    | PRESS PREVIEW OF<br>SUMMER COLLECTION<br><br>"The Gold Mine Collection" by Pat Hartly will be presented to the press. ( <u>Note Change of Date</u> ). By invitation only. Continuous trade showings, beginning Tuesday, Jan. 27. Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.   | PAT HARTLY, INC.   | 1400 BROADWAY<br>SHOWROOM - 12TH FL.         |
| Monday<br>Jan. 26<br>3:00 P.M.                  | SUMMER COLLECTION<br>BY ANNE FOGARTY<br><br>Preview of Summer collection by Anne Fogarty of Margot Dresses, Inc. Trade showings daily thereafter at 10:00 A.M. and 3:00 P.M. By invitation only. Publicity: Ruth Robinson of Margot, LO. 5-2626.  | MARGOT DRESSES, INC.   | 498 SEVENTH AVENUE<br>SHOWROOM - 19TH FL.    |
| Monday<br>Jan. 26<br>4:00 P.M.<br>Cocktails     | SUMMER COLLECTION<br>BY ALAN PHILLIPS<br><br>Lentz Diminutives Summer collection, designed by Alan Phillips. By invitation. Continuous trade showings daily thereafter. Publicity: Donna Cannon, 104 E. 57th Street, PL. 3-7072.  | LENTZ DIMINUTIVES, INC.  | 533 SEVENTH AVENUE<br>SHOWROOM - 7TH FLOOR   |
| Beginning<br>Monday<br>Jan. 26                  | SCHEDULE OF LONDON<br>COUTURE PREVIEWS<br><br>Monday, Jan. 26: Lachasse; Digby Morton; Peter Russell; Victor Stiebel.<br>Tuesday, Jan. 27: Hardy Amies; John Cavanagh; Charles Creed; Mattli.<br>Wednesday, Jan. 28: Norman Hartnell; Michael Sherard; Worth, Ltd.<br>Admission by invitation. Contact: Lilian Hyder, 36 Bruton Place, London.  | INCORPORATED SOCIETY OF<br>LONDON FASHION DESIGNERS LONDON, W.I., ENG. | 36 BRUTON PLACE                              |

| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                             | <u>WHERE</u>                              |
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| Tuesday<br>Jan. 27<br>9:30 A.M.<br>Breakfast   | BONNIE CASHIN KNIT<br>FASHIONS FOR SUMMER<br>Joseph Guttman presents "The Straw Hat Collection" of Summer knit fashions by Bonnie Cashin. By invitation only. Publicity: Donna Cannon, 104 East 52nd St., PL. 3-7072.  | JOSEPH GUTTMAN                              | HAMPSHIRE HOUSE<br>THE COTTAGE            |
| Tuesday<br>Jan. 27<br>12:30 P.M.<br>Luncheon   | "MARCH OF DIMES"<br>FASHION SHOW<br>Ninth Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Price: \$50.00 & \$75.00. Contact: Elaine Whitelaw, Nat'l Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.   | NEW YORK DRESS<br>INSTITUTE                 | WALDORF-ASTORIA<br>GRAND BALLROOM         |
| Wednesday<br>Jan. 28<br>9:30 A.M.<br>Breakfast | 2ND ANNUAL "VERSATILITY<br>IN DESIGN" AWARDS<br>Presentation of Awards to grand prize winners and honorable mentions in 2nd Annual "Versatility in Design and Use" competition, in women's men's, children's, home furnishings, home appliances and open class. By invitation. Contact: Helen Beringer, at Bert Nevins, WI. 7-9715.  | HESS BROTHERS<br>(ALLENTOWN; PA.)           | WALDORF-ASTORIA<br>JADE ROOM              |
| Wednesday<br>Jan. 28<br>12:30 P.M.<br>Luncheon | SHOWING OF FASHIONS<br>BY HARVEY BERIN<br>Harvey Berin's Spring fashions will be presented by Bonwit Teller during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.   | BONWIT TELLER                               | WALDORF-ASTORIA<br>EMPIRE ROOM            |
| Wednesday<br>Jan. 28<br>12:30 P.M.<br>Luncheon | SPRING FASHIONS<br>DURING LUNCHEON<br>Hannah Troy will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Hannah Troy Publicity: Gladys Steiner of Lester Harrison, MU. 9-1630. Pierre: Nola Luxford, TE. 8-8000.   | HANNAH TROY<br>(530 SEVENTH AVE.)           | HOTEL PIERRE<br>COTILLION ROOM            |
| Wednesday<br>Jan. 28<br>4:00 P.M.<br>Cocktails | FASHION SHOW AT<br>ANNUAL CONVENTION<br>The National Cotton Council will introduce Miss Alice Corr, the 1953 Maid of Cotton, and her washable cotton wardrobe at the 26th Annual Convention of the Association of American Soap & Glycerine Producers. By invitation only. Contact: Ruth Goldberg, Ass'n of American Soap & Glycerine Producers, 295 Madison Avenue, MU. 6-3662; or Margot Herzog, National Cotton Council, 271 Church Street, WO. 4-2521. | SOAP ASSOCIATION &<br>COTTON COUNCIL        | WALDORF-ASTORIA<br>GRAND BALLROOM         |
| Thursday<br>Jan. 29<br>10:00 A.M.              | SUMMER COLLECTION:<br>ALL-OCCASION DRESSES<br>Nathan & Strong will present a Summer collection of all-occasion dresses to press, buying offices, and stores. By invitation. <u>Showings daily at 10:00 A.M.</u> Publ.: Ken R. Williams, 160 Columbia Hghts, Bklyn, UL. 5-3175.   | NATHAN & STRONG                             | 530 SEVENTH AVENUE<br>SHOWROOM - 11TH FL. |
| Thursday<br>Jan. 29<br>12:15 P.M.<br>Luncheon  | HOME FASHIONS LEAGUE<br>MEMBERS' LUNCHEON<br>Annual luncheon for members only, with announcement of incoming officers and general discussion. Price: \$4.25. Contact: Josephine Brush of Home Fashions League, MU. 7-8122.   | HOME FASHIONS LEAGUE<br>(141 EAST 44TH ST.) | HOTEL ROOSEVELT<br>HENDRICK HUDSON ROOM   |

| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                            | <u>WHERE</u>                               |
|---|---|--|--|
| Thursday<br>Jan. 29<br>12:30 P.M.<br>Luncheon | ELFREDA-FOX FASHIONS<br>DURING LUNCHEON   | JAY THORPE                                 | HOTEL PLAZA<br>TERRACE ROOM                |
|   | Jay Thorpe presents Spring fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. |  |  |
| Thursday<br>Jan. 29<br>3:30 P.M.<br>Cocktails | PRESS PREVIEW OF<br>SUMMER COLLECTION   | JERRY PARNIS                               | 530 SEVENTH AVENUE<br>SHOWROOM - 7TH FLOOR |
|   | Jerry Parnis will present a preview of her Summer collection. By invitation. <u>Daily trade showings thereafter at 2:30 P.M.</u> Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.   |  |  |
| Monday<br>Feb. 2-<br>Feb. 3<br>10:30 A.M.     | PREVIEW OF<br>SUMMER 1953 SHOES   | TOWN & COUNTRY SHOES<br>(350 FIFTH AVENUE) | SAVOY PLAZA<br>CRYSTAL ROOM                |
|   | Presentation of Summer 1953 shoe collection to press and trade. <u>Opening in St. Louis, Jan. 18 at 2:30 P.M. and Jan. 19 at 10:30 A.M., at Hotel Statler, Daniel Boone Room.</u> Contact: Mrs. Eleanor Howard, CH. 4-3620.                           |  |  |
| Beginning<br>Monday<br>Feb. 2                 | SUIT FASHIONS<br>FOR SUMMER   | ARTHUR JABLOW, INC.                        | 530 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR |
|   | Arthur Jablow will present a new collection of luxury cotton suits daily at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.   |  |  |
| Beginning<br>Monday<br>Feb. 2                 | OPENING OF<br>SUMMER COLLECTION   | JERRY GREENWALD, INC.                      | 1400 BROADWAY<br>SHOWROOM - 29TH FLOOR     |
|   | Jerry Greenwald presents continuous daily showings of Summer collection for juniors. Also, Junior Vogue separates. Contact: LO. 5-4850.   |  |  |
| Beginning<br>Monday<br>Feb. 2                 | OPENING OF<br>SUMMER COLLECTION   | GEORGIA BULLOCK OF<br>CALIFORNIA           | 350 FIFTH AVENUE<br>ROOM 5708              |
|   | Opening of Summer collection by Georgia Bullock of California. By appointment only. Contact: Mona Jane Moore, LO. 5-4762.   |  |  |

OPENING OF SUMMER COLLECTIONS BY THE SPORTSWEAR GUILD

MONDAY, FEB. 2

|                         |  |                      |
|-------------------------|--|----------------------|
| Sport-Craft, Inc. . . . | 10:30 A.M. & 2:30 P.M. daily . . . . . | .550 7th, LA. 4-9724 |
| Star-Maid Dresses . . . | 10:30 A.M. & 2:30 P.M. daily . . . . . | .498 7th, PE. 6-0444 |

TUESDAY, FEB. 3

|                           |                                      |                      |
|---------------------------|--------------------------------------|----------------------|
| Adler & Adler, Inc. . . . | 10:30 A.M. daily . . . . .           | .550 7th, BR. 9-9600 |
| Kane-Weill. . . . .       | 10:30 A.M. & 2:30 P.M., first week . | .498 7th, LO. 5-3041 |
|                           | thereafter, 10:30 A.M. only          |                      |

WEDNESDAY, FEB. 4

|                         |  |                      |
|-------------------------|--|----------------------|
| Davidow . . . . .       | 10:30 A.M. daily . . . . .             | .550 7th, PE. 6-6909 |
| David M. Goodstein. . . | 10:30 A.M. & 2:30 P.M. daily . . . . . | .498 7th, LO. 5-3041 |

THURSDAY, FEB. 5

|                          |                           |                      |
|--------------------------|---------------------------|----------------------|
| Zoltan Rosenberg Co. . . | 2:30 P.M. daily . . . . . | .550 7th, LA. 4-6691 |
|--------------------------|---------------------------|----------------------|

|                               |   |                               |                        |
|-------------------------------|---|-------------------------------|------------------------|
| Beginning<br>Monday<br>Feb. 2 | OPENING OF SUMMER<br>LINES IN ST. LOUIS   | ST. LOUIS FASHION<br>CREATORS | ST. LOUIS,<br>MISSOURI |
|                               | The St. Louis Fashion Creators will open Summer lines of junior, misses', women's, and half-size dresses, suits, coats and lingerie. Contact: Joan Gardner, 915 Olive St., St. Louis, Mo. |                               |                        |

| <u>DATE</u>                                | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>   | <u>WHERE</u>  |
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| Beginning Monday Feb. 2                    | TENTATIVE OPENING DATES OF PARIS COLLECTIONS<br>Mon., Feb. 2: HEIM, SERGE KOGAN, MAGGY ROUFF, SAGARDOY, VRAMANT.<br>Tues., Feb. 3: BRUYERE, FATH, GRIFFE, LANVIN, MAGUY, MANGUIN, PATOU, RICCI.<br>Wed., Feb. 4: DE RAUCH, DESSES, DE GIVENCHY.<br>Thurs., Feb. 5: BALENCIAGA, DIOR, LAFleurIE, SCHIAPARELLI.<br>Fri., Feb. 6: BALMAIN, CARVEN, HERMES, LECOMTE.<br>Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris. | CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE  | PARIS,<br>FRANCE  |
| Tuesday Feb. 3                             | PREVIEW OF SUMMER SPORTSWEAR COLLECTION   | CAROLYN SCHNURER  | 1410 BROADWAY<br>SHOWROOM - 23RD FL.  |
| Feb. 5<br>8:30 A.M.<br>Breakfast           | Breakfast preview of Carolyn Schmurer's Summer collection, Feb. 3 through Feb. 5. By invitation only. Trade showings, beginning Friday, Feb. 6 at 12:30 P.M. (box luncheon) daily. Publicity: Lee Weber, CH. 4-4587.  |   |   |
| Tuesday Feb. 3<br>10:30 A.M.               | PREVIEW OF NEW "SEPARABLES" COLLECTION<br>Sam Friedlander will present his new "Separables" collection for Summer. By invitation. Contact: Agatha Phillips, at Sam Friedlander, PE. 6-2663.   | SAM FRIEDLANDER   | 530 SEVENTH AVENUE<br>SHOWROOM  |
| Beginning Tuesday Feb. 3<br>2:30 P.M.      | OPENING OF SUMMER COLLECTION<br>Opening of Summer collection by Claire McCardell. Daily showings at 2:30 P.M. By appointment. Contact: LO. 4-2155.  | CLAIRE McCARDELL<br>(TOWNLEY FROCKS)  | 550 SEVENTH AVENUE<br>SHOWROOM - 6TH FL.  |
| Beginning Tuesday Feb. 3                   | FOGA TO SHOW SUMMER LINES<br>The Fashion Originators' Guild will present Summer Lines, with openings from Feb. 3 - Feb. 11. Specific dates will be announced later.<br>LARRY ALDRICH<br>HANSEN BANG, INC.<br>BEN BARRACK, INC.<br>CAPRI FROCKS, INC.<br>ELFREDA-FOX, INC.<br>ED GERRICK, INC.<br>A. GOODMAN & CO.<br>GRABOIS<br>Contact: Leonard W. Gandler, Executive Secretary, 1440 B'way, CH. 4-6945.                               | FASHION ORIGINATORS'<br>GUILD OF AMERICA, INC.<br>FRED GREENBERG DRESS CO.<br>JOSEPH HALPERT, INC.<br>HORWITZ AND DUBERMAN<br>INTERNATIONAL DRESS CO.<br>JUNIOR LEAGUE FROCKS<br>NAT KAPLAN, INC.<br>DAVID LEVINE CO.<br>PAUL PARNE CORP. | MANUFACTURERS'<br>SHOWROOM<br>BEN REIG, INC.<br>RUDOLF GOWNS<br>MARTIN SIMON, INC.<br>HERBERT SONDEHEIM<br>FRANK STARR, INC.<br>SUZANNE-AUGUSTINE<br>TALMACK, INC.<br>HANNAH TROY, INC. |
| Wednesday Feb. 4<br>11:00 A.M.             | TATIANA DU PLESSIX CUSTOM MILLINERY<br>Saks Fifth Avenue will present press showing of Tatiana du Plessix Spring custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.  | SAKS FIFTH AVENUE   | 3RD FLOOR<br>SALON MODERNE  |
| Wednesday Feb. 4<br>12:30 P.M.<br>Luncheon | COAT AND SUIT FASHIONS AT LUNCHEON<br>Luncheon showing of Spring coats and suits, including a special collection by Charles James for William Popper. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Popper Publicity: Adele Lakes at Dundon Associates, 55 W. 42nd St., WI. 7-7062. Pierre Fashion Director: Nola Luxford, TE. 8-8000.  | WILLIAM N. POPPER   | HOTEL PIERRE<br>COTILLION ROOM  |

| <u>DATE</u>  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                | <u>WHERE</u>                               |
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| Wednesday<br>Feb. 4<br>12:30 P.M.<br>Luncheon              | SPRING FASHIONS<br>DURING LUNCHEON<br><br>Russeks will present Spring fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000,  | RUSSEKS FIFTH AVENUE                           | WALDORF-ASTORIA<br>EMPIRE ROOM             |
| Wednesday<br>Feb. 4<br>3:30 P.M.<br>Cocktails              | PREVIEW OF LOTTE'S<br>SUMMER COLLECTION<br><br>Drewyn presents Lotte's new special Summer collection, including "Main Street Under Sea" fashions. By invitation. Publicity: Sidney Dee Bloeme, 35 West 53rd St., JU. 6-4490.   | DREWYN, LTD.                                   | 1400 BROADWAY<br>SHOWROOM - 16TH FLOOR     |
| Wednesday<br>Feb. 4<br>4:00 P.M.<br>Champagne              | PRESS PREVIEW: SPRING<br>SUMMER COLLECTION<br><br>Showing of highlights of Spring and Summer collection of hand woven, knitted and crocheted costumes, tailored to evening styles. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.  | ANN FLEISCHER                                  | 16 WEST 57TH STREET<br>SHOWROOM            |
| Thursday<br>Feb. 5<br>12:30 P.M.<br>Luncheon               | SEYMOUR FOX FASHIONS<br>AT LUNCHEON SHOW<br><br>Bonwit Teller will present Seymour Fox Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Seymour Fox Publicity: Ann R. Silver Assoc., 551 Fifth Avenue, MU. 7-8654. Bonwit Teller Publicity: Nancy Talbert, EL. 5-5800. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | BONWIT TELLER                                  | HOTEL PLAZA<br>TERRACE ROOM                |
| Thursday<br>Feb. 5<br>2:30 P.M.                            | BRIGANCE OF SPORTSMAKER<br>SUMMER COLLECTION<br><br>Press preview of Sportsmaker's Summer collection of bathing suits, beach-wear, playclothes, separates and dresses, designed by Brigance. By invitation. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.   | SPORTSMAKER                                    | 498 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR |
| Thursday<br>Feb. 5<br>5:00 P.M.-<br>7:00 P.M.<br>Cocktails | PARTY HONORING<br>NORMAN HARTNELL<br><br>Primrose House (exclusive distributor of Hartnell fragrances in the U.S.) invites the press to a cocktail party to meet Norman Hartnell, London couturier to the Royal family and creator of Hartnell perfumes and toilet waters. Publicity: Lola C. Christie of Primrose House, MU. 5-4145.  | PRIMROSE HOUSE, INC.<br>(420 LEXINGTON AVENUE) | HOTEL PLAZA<br>TERRACE ROOM                |
| Beginning<br>Friday<br>Feb. 6<br>2:30 P.M.                 | OPENING OF<br>SUMMER COLLECTION<br><br>Ceil Chapman will present her Summer collection at 2:30 P.M. Publicity: Alto Schifrine, LA. 4-5800.   | CEIL CHAPMAN                                   | 530 SEVENTH AVENUE<br>SHOWROOM - 2ND FLOOR |
| Monday<br>Feb. 9-<br>Feb. 20                               | FASHIONS FROM "TWO<br>WEEKS WITH PAY" ISSUE<br><br>Special showroom presentation of fashions from Charm's May-June "Two Weeks With Pay" tandem issues. Contact: Promotion Dept., PL. 9-2080.   | CHARM MAGAZINE                                 | 1384 BROADWAY<br>SHOWROOM - 20TH FLOOR     |
| Tuesday<br>Feb. 10<br>11:00 A.M.                           | PREVIEW: SPRING<br>SHOE COLLECTION<br><br>Saks Fifth Avenue will present their Spring shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.   | SAKS FIFTH AVENUE                              | PARK LANE HOTEL<br>PETIT SALON             |

| <u>DATE</u>  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                  | <u>WHERE</u>                              |
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| Tuesday<br>Feb. 10<br>12:30 P.M.<br>Luncheon               | VALENTINE FASHIONS<br>AT LUNCHEON SHOW<br>"Hearts and Flowers"--Valentine Day and Spring Fashions by Jane Engel will be presented at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Jane Engel Publicity: Louise G. Fried, RH. 4-0300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.   | JANE ENGEL<br>(50 E. 79TH ST.)                   | WALDORF-ASTORIA<br>EMPIRE ROOM            |
| Tuesday<br>Feb. 10<br>1:00 P.M.-<br>2:00 P.M.              | PREVIEW OF<br>SUMMER COLLECTION<br>Janice Milan will present her Summer collection. Luncheon at 1:00 P.M.; showing at 1:30 P.M. By invitation. Contact: Ellie Regan, LO. 4-7940.  | JANICE MILAN                                     | 498 SEVENTH AVENUE<br>SHOWROOM - 15TH FL. |
| Tuesday<br>Feb. 10<br>3:00 P.M.-<br>5:30 P.M.<br>Cocktails | SWISS FABRICS AT<br>ANNUAL SHOWING<br>Tenth annual presentation of fashions in Swiss fabrics, from current Summer collections of U. S. leading designers and manufacturers and arranged by the Cotton Textile Industry of Switzerland. <u>Showing at 3:30 P.M.</u> Press and retail trade by invitation only. Contact: Swiss Fabric Group, Inc., 110 East 42nd St., OR. 9-2750. | SWISS FABRICS GROUP OF<br>SWITZERLAND & N. Y.    | HOTEL PIERRE<br>BALLROOM                  |
| Tuesday<br>Feb. 10<br>3:30 P.M.                            | SUMMER COCKTAIL &<br>AFTERNOON DRESSES<br>Arnold & Fox will present a collection of Summer cocktail and afternoon dresses, designed by Billy Gordon, including a special group of cottons. Press by invitation. <u>Trade shows on Feb. 11, 12, 17 and 18, at 3:30 P.M.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.   | ARNOLD & FOX                                     | 530 SEVENTH AVENUE<br>SHOWROOM - 10TH FL. |
| Thursday<br>Feb. 12<br>12:30 P.M.<br>Luncheon              | DESIGNER FASHIONS<br>AT LUNCHEON SHOW<br>De Pinna will present designer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | DE PINNA   | HOTEL PLAZA<br>TERRACE ROOM               |
| Friday<br>Feb. 13<br>4:00 P.M.                             | PREVIEW OF SUMMER<br>AFTERNOON FASHIONS<br>Harmay presents their Summer collection to the press. By invitation. <u>Daily showings thereafter at 4:00 P.M.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.  | HARMAY   | 498 SEVENTH AVENUE<br>SHOWROOM - 22ND FL. |
| Tuesday<br>Feb. 17<br>10:00 A.M.<br>Breakfast              | PREVIEW: SPRING FASHIONS<br>FOR TALL GIRLS<br>Tall Wear presents their Spring collection of coats, suits, dresses, sportswear, lingerie and accessories. Introduction of special heights: short talls, medium talls and tall talls. By invitation only. Contact: Sylvia Pollack, EL. 5-6029.  | TALL WEAR  | 13 EAST 47TH STREET<br>SALON              |
| Thursday<br>Feb. 19<br>12:15 P.M.<br>Luncheon              | ACCESSORIES DIVISION<br>LUNCHEON MEETING<br>The Fashion Group will have their Accessories Division luncheon meeting. More details later. Co-chairmen: Mathilda Taylor and Mimi Aleinikoff. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-6043.  | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ASTOR<br>BALLROOM                   |
| April 5  | EASTER SUNDAY.  |  | -9-                                       |

MOVIES...MUSIC...THEATRE...BALLET

- Sunday Jan. 18      OPENING: "DANNY KAYE, IN PERSON"      PALACE THEATRE, B'WAY & 47TH STREET  
 Presenting Danny Kaye and his all star international show with Darvas & Julia, Fran Warren, The Dunhills, Marquis & Family and the Peiro Brothers. Performances every evening; matinees, Wednesday, Saturday and Sunday. Tickets: \$1.20-\$6.00. Publicity: John Cassidy, JU. 6-1900.
- Beginning Monday Jan. 19      ELEVENTH WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, 39TH STREET & B'WAY  
Jan. 19: Puccini's TOSCA. Jan. 20: Bizet's CARMEN. Jan. 21: Mascagni's CAVALIERIA RUSTICANA & Leoncavallo's PAGLIACCI. Jan. 22: Strauss' DER ROSENKAVALIER. Jan. 23: Mozart's COSI FAN TUTTE. Jan. 24, Mat.: Verdi's AIDA. Jan. 24, Eve.: Puccini's LA BOHEME. Publicity: Margaret Carson, PE. 6-1200.
- Beginning Tuesday Jan. 20      TWELFTH WEEK: NEW YORK CITY BALLET      CITY CENTER, 131 WEST 55TH STREET  
Jan. 20: SERENADE, FIREBIRD, THE CAGE, CAKEWALK.  
Jan. 21: CONCERTO BAROCCO, THE FIVE GIFTS, HARLEQUINADE, BOURREE FANTASQUE.  
Jan. 22: SWAN LAKE, METAMORPHOSES, A LA FRANCAIX, SYMPHONY IN C.  
Jan. 23: CONCERTO BAROCCO, WILL O' THE WISP, PRODIGAL SON, SCOTCH SYMPHONY.  
Jan. 24, Mat.: TYL ULENSPIEGEL, SWAN LAKE, CONCERTINO, CAKEWALK.  
Jan. 24, Eve.: CARACOLE, THE DUEL, PAS DE TROIS, LA VALSE.  
Jan. 25, Mat.: THE DUEL, KALEIDOSCOPE, HARLEQUINADE, SYMPHONY IN C.  
Jan. 25, Eve.: FOUR TEMPERAMENTS, SCOTCH SYMPHONY, LA VALSE, PIED PIPER.  
 Prices: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Tuesday Jan. 20      OPENING: "THE BAT"      THE NATIONAL, 208 W. 41ST STREET  
 James Withers Elliott will present the Mary Roberts Rinehart-Avery Hopwood mystery thriller starring Zazu Pitts. Costumes: Alice Gibson. Director: Jonathan Seymour. Settings: Ralph Alswang. Publ.: Nat Dorfman, LO.3-0858.
- Wednesday Jan. 21      PREMIERE: "NIAGARA" (Movie)      ROXY THEATRE, 7TH AVE. & 50TH STREET  
 Twentieth Century-Fox Technicolor drama of a two-timing wife, who plots to kill her husband at Niagara Falls. Starring: Marilyn Monroe, Joseph Cotten, Jean Peters. Costumes: Dorothy Jeakins. Producer: Charles Brackett. Director: Henry Hathaway. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Thursday Jan. 22      OPENING: "THE CRUCIBLE"      MARTIN BECK THEATRE, 302 W. 45TH STREET  
 Kermit Bloomgarden presents the Jed Harris production of Arthur Miller's new play starring Arthur Kennedy, Walter Hampden with Beatrice Straight, Cloris Leachman, E. G. Marshall, Scenery: Boris Aronson. Costumes: Edith Lutyens. Publicity: Jim Proctor, VA. 6-5084.
- Thursday Jan. 22      PREMIERE: "TAXI" (Movie)      GLOBE THEATRE, B'WAY & 46TH STREET  
 Twentieth Century-Fox comedy-drama about an Irish girl, married to an Army man, who comes to this country to find her missing husband. With Dan Dailey and Constance Smith. Costumes: supervised by Charles Le Maire and designed by Renie. Producer: Samuel G. Engel. Director: Gregory Ratoff. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Friday Jan. 23      OPENING "THE FIFTH SEASON"      CORT THEATRE, 138 WEST 48TH STREET  
 George Kondolf will present a new comedy by Sylvia Regan starring Menasha Skulnik and Richard Whorf with Augusta Roeland, Nita Talbot and John Griggs. Producers: George Kondolf and Sherman S. Krellberg. Director: Gregory Ratoff. Dresses by Henry Rosenfeld, under the supervision of Edyth E. Gilfond. Publicity: Bernard Simon, CI, 5-7294.